

## Abstract

Method for broadcasting addressed data to a multiplicity of users (9) via various broadcasting channels (8), comprising the following steps:

5

Setting up at least one information data base (3, 3', ...), which contains data that are intended to be transmitted through at least one of said broadcasting channels (8), the stored data from a multiplicity of information suppliers being transmitted through at least one communication channel (2) into the information data base (3),

Storing of transmission criteria (50) for each user or each user group, the transmission criteria comprising indications about the data from the information data base (3, 3') that have to be transmitted to each user or each user group, as well as an indication about the selected broadcasting channel (8),

Automatic selection of the data to be transmitted according to the stored transmission criteria, and transmission of this data to the user (9) or to the user group through the selected broadcasting channel (8).

20

25

(Figure 1)